

METHOD AND SYSTEM FOR ADAPTIVE PRODUCT RECOMMENDATIONS BASED ON MULTIPLE RATING SCALES

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ABSTRACT OF THE DISCLOSURE

An arrangement is provided for enabling adaptive product recommendations based on multiple rating scales. Users' feedback on recommended products is acquired in the form of post-use multiple-scale ratings. A multiple-scale rating comprises a plurality of rating scores with respect to a plurality of rating scales. Each post-use multiple-scale rating is obtained
10 with respect to one product and each product is rated, a priori, by a multiple-scale product rating. Acquired post-use multiple-scale ratings are analyzed. The results of such analysis are used to make future product recommendations adaptive.